

U.S. Department of Justice  
Washington, DC 20530

OMB NO. 1124-0002; Expires February 28, 2014

**Supplemental Statement**

**Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

For Six Month Period Ending 12/31/13  
(insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.

*Jetro Atlanta*

*4069*

- (c) Business Address(es) of Registrant

*245 Peachtree Center Ave.  
Marquis I Tower, Suite 2208  
Atlanta, Ga. 30303*

2. Has there been a change in the information previously furnished in connection with the following?

- (a) If an individual:

(1) Residence address(es)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

- (b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

- (c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☒No ☐

If yes, furnish the following information:

Name

Position

Date Connection Ended

Larry Barnett

Assistant Dir.  
of Business  
Development

9/13/2013

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐No ☒

If yes, furnish the following information:

Name

Residence Address

Citizenship

Position

Date Assumed

5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name

Residence Address

Citizenship

Position

Date Assumed

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Position or Connection

Date Terminated

Larry Barnett

Assistant Dir.  
of Business  
Development

9/13/2013

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name

Position or Connection

Foreign Principal

Date Terminated

Larry Barnett

Assistant Dir.  
of Business  
DevelopmentJapan External  
Trade  
Organization

9/13/2013

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐No ☒

If no, list names of persons who have not filed the required statement.

NA

## II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☐ No ☒
- If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Have you acquired any new foreign principal(s) during this 6 month reporting period? Yes ☐ No ☒
- If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s) whom you continued to represent during the 6 month reporting period.

*Japan External Trade Organization  
(Tokyo, Japan)*

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>2</sup> Yes ☐ No ☐ NA  
 Exhibit B<sup>2</sup> Yes ☐ No ☐ NA

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (5)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 203.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

*Please see attachment 1*

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

*Please see attachment 2*

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
------	-----------	---------	--------

Please See Attachment 3

Total

## (b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(c)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or

9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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*Please see attachment 4*

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Total

(PAGE 7)

(b) **DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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(c) **DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐

No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

*Japan External Trade Organization  
(Tokyo, Japan)*

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper ☐ Motion picture films ☐ Letters or telegrams  
☐ Advertising campaigns ☒ Press releases ☒ Pamphlets or other publications ☐ Lectures or speeches  
☐ Other (specify) \_\_\_\_\_

## Electronic Communications

☒ Email

☒ Website URL(s): *www.jetro.go.jp / www.jetro.org*

☐ Social media websites URL(s): \_\_\_\_\_

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials ☐ Newspapers ☐ Libraries  
☐ Legislators ☐ Editors ☒ Educational institutions  
☒ Government agencies ☐ Civic groups or associations ☐ Nationality groups  
☒ Other (specify) *business people*

21. What language was used in the informational materials:

☒ English

☒ Other (specify) *Japanese*

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



VI - EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

1/28/2014

(Print or type name under each signature or provide electronic signature<sup>13</sup>)

Sign

K. Kimura

Sign

Keiichi Kimura

Sign

Sign

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Attachment 1

**JETRO Atlanta (Reg.#4069)**

Regarding Item 11:

The Japan External Trade Organization (JETRO) headquarters is located in Tokyo, Japan. It was established by a special law in Japan as a non-profit, Japanese government-supported organization dedicated to promoting mutually beneficial economic, trade and investment relations between Japan and other nations. In the USA, JETRO currently maintains offices in New York, San Francisco, Los Angeles, Houston, Chicago and Atlanta. These offices provide information relating to the Japanese economy and business, as well as US-Japan relations. The functions of JETRO's US offices are believed to be very similar to those of the United States Trade Center (of the US Department of Commerce) in Japan. As the Atlanta-based office of JETRO, JETRO Atlanta provides to public officials, associations, individuals and any other interested parties, information and materials relating to various aspects of the Japanese economy and business, as well as US-Japan economic and trade relations. JETRO Atlanta also monitors the development of US economic and market conditions for JETRO.

**Activities of JETRO Atlanta Staff (Attachment 2) July 1, 2013-**  
**December 31, 2013**

**Name/Title:** Keiichi Kimura (Chief Executive Director)  
Trevin Dye (Assistant Director of Business Development)  
Sumiko Sone (Director of Business Development)  
Yasuko Young (Director)  
**Date:** September 21-22, 2013  
**Occasion:** 2013 JapanFest  
**Venue:** Gwinnett Convention Center (Duluth, GA)  
**Activity:** Jetro Information Booth

**Name/Title:** Keiichi Kimura (Chief Executive Director)  
Trevin Dye (Assistant Director of Business Development)  
**Date:** October 24, 2013  
**Occasion:** 2013 Jetro Monozukuri Seminar  
**Venue:** Birmingham-Jefferson Convention Complex (Birmingham, AL)  
**Activity:** Attendees/Organizational Support

**Name/Title:** Sumiko Sone (Director of Business Development)  
**Date:** October 3, 2013  
**Occasion:** 2013 Governor's International Awards and Showcase  
**Venue:** Georgia International Convention Center (Atlanta, GA)  
**Activity:** Jetro Information Booth

**Name/Title:** Sumiko Sone (Director of Business Development)  
**Date:** October 19, 2013  
**Occasion:** Morikami Art Museum & Japanese Gardens event  
**Venue:** Morikami Art Museum (Delray Beach, FL)  
**Activity:** Small Jetro Sake Information Booth

Attachment 3

**JETRO Atlanta (Reg.# 4069)**

**Response to Item 14.(a) RECEIPTS-MONIES:**

During this filing period (7/1/2013-12/31/2013), JETRO Atlanta received the following amount of money for general purposes from the foreign principal.

<u>Month/Year</u>	<u>From JETRO, Tokyo</u>	<u>Purposes</u>
Jul-13	47,824.00	For: General Purposes & Salaries
Aug-13	36,551.00	For: General Purposes & Salaries
Sep-13	33,228.00	For: General Purposes & Salaries
Oct-13	27,818.00	For: General Purposes & Salaries
Nov-13	29,195.00	For: General Purposes & Salaries
Dec-13	30,022.00	For: General Purposes & Salaries
	<b>\$204,638.00</b>	

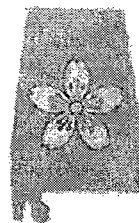
## JETRO Atlanta (Reg.# 4069)

## Response to Item 15.(a) DISBURSEMENTS-MONIES:

During this filing period (7/1/2013-12/31/2013), JETRO Atlanta disbursed or expended monies in connection with activities and services on behalf of its foreign principal as follows:

For JETRO, Tokyo, JAPAN:

Month/Year	Purpose	(US\$)
Jul-13	Salaries	33,024.00
	Miscellaneous outside service fees: Kai-Tech Solutions / PC maintenance fee (for JUL/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	13,427.00
Aug-13	Salaries	21,651.00
	Miscellaneous outside service fees: Kai-Tech Solutions / PC maintenance fee (for AUG/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	17,542.00
Sep-13	Salaries	20,428.00
	Miscellaneous outside service fees: Kai-Tech Solutions / PC maintenance fee (for SEP/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	14,948.00
Oct-13	Salaries	15,019.00
	Miscellaneous outside service fees: Mr. Kazumi Iino / Advisory fee (Invest-in-Japan projects) for 4/1/2013-9/30/2013	5,000.00
	Kai-Tech Solutions / PC maintenance fee (for OCT/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	8,935.00
Nov-13	Salaries	16,394.00
	Miscellaneous outside service fees: Spirit of Atlanta / a follow-up of the research on Japanese-affiliated manufacturing companies	3,500.00
	Kai-Tech Solutions / PC maintenance fee (for NOV/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	17,465.00
Dec-13	Salaries	17,222.00
	Miscellaneous outside service fees: Kai-Tech Solutions - PC maintenance fee (for DEC/2013)	650.00
	Office and administrative expenses, including rent, travel, lodging, etc.	10,953.00
		<b>\$219,408.00</b>



The  
Japan  
America  
Society  
of  
Alabama

The Japan External Trade Organization  
And The Japan-America Society of Alabama  
Are Pleased to Present

## The Mindset of Monozukuri

Encouraging a Culture of Talent and Innovation in Manufacturing

Thursday, October 24<sup>th</sup>, 2013  
12:00pm – 5:00pm

**Birmingham-Jefferson Convention Complex**  
**Medical Forum Auditorium**  
*Connected to Sheraton & Westin Hotels*  
2100 Richard Arrington Jr. Blvd., North  
Birmingham, AL 35203

In Japanese, the words *mono* (thing) and *zukuri* (process of making), when taken together literally mean the process of making or creating things, however a mere translation does not convey the accurate connotation of monozukuri. The concept is much more intense; monozukuri means having the spirit to produce excellent products and the ability to constantly improve a production system and process.

Monozukuri therefore may be a somewhat new and exotic word that American managers hear coming from their Japanese partners. However, American suppliers hoping to develop closer collaboration with Japanese companies will have to fully embrace the concept and practice of monozukuri at their respective companies.

The cost of the luncheon seminar is \$50. Advance online registration is required for this event through the Japan-America Society of Alabama (JASA). For registration information, contact JASA at 205-943-4730 or [jasa@mindspring.com](mailto:jasa@mindspring.com).

The program will begin promptly at noon. Simultaneous interpretation between English and Japanese will be available in the afternoon portion of the seminar. For program information or media inquiries, contact Kevin Kalb at JETRO Chicago: 312-832-6023 or [Kevin\\_Kalb@jetro.go.jp](mailto:Kevin_Kalb@jetro.go.jp).

### Supporting Organizations



在アトランタ日本国総領事館



**The Mindset of Monozukuri**  
**Encouraging a Culture of Talent and Innovation in Manufacturing**

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Thursday, October 24th, 2013  
Birmingham, Alabama

**Agenda**

**Luncheon**

11:30 am Registration

12:00 pm **Welcome Remarks**  
KEIICHI KIMURA, Chief Executive Director, JETRO Atlanta

**Opening Remarks**  
INVITED, KAZUO SUNAGA, Consul-General of Japan at Atlanta

INVITED, HON. ROBERT BENTLEY, Governor, State of Alabama

12:25 pm Luncheon

12:45 pm **Luncheon Keynote Address**  
ICHIRO SONE, Chief Executive Director, JETRO Chicago  
*Japan Update: Achieving Recovery Through Monozukuri*

1:20 pm Break

**Seminar** The seminar will feature simultaneous interpretation (English and Japanese).

1:40 pm **Opening Address**  
INVITED, JETRO Tokyo

1:50 pm **Seminar Objective**  
TED KAWASHIMA, Director, Japan Auto Parts Industries Association (JAPIA), North America Office, Novi, Michigan

2:00 pm **Keynote Address**  
TOM SHOUBE, President, Honda Manufacturing of Alabama, LLC, Lincoln, Alabama

2:35 pm **CONFIRMED**, Toyota Motor Manufacturing, Alabama, Inc., Huntsville, Alabama

3:10 pm **Question & Answer Session**

**Moderator – INVITED RON DAVIS**, President, Alabama Automotive Manufacturers Association (AAMA), Birmingham, Alabama

3:30 pm **Coffee Break**

**Panel Session: How to Sustain US-Japan Supplier Collaboration**

3:45 pm INVITED, Japanese or American Tier-2 Supplier, Alabama

4:10 pm INVITED, Japanese or American Tier-2 Supplier, Alabama

4:35 pm **Question & Answer Session**

**Moderator – GLENN STEVENS**, Vice President, Sales & Marketing, Original Equipment Suppliers Association (OESA), Troy, Michigan

4:55 pm **Closing Remarks**  
INVITED, TBD

5:00 pm **Networking Reception**

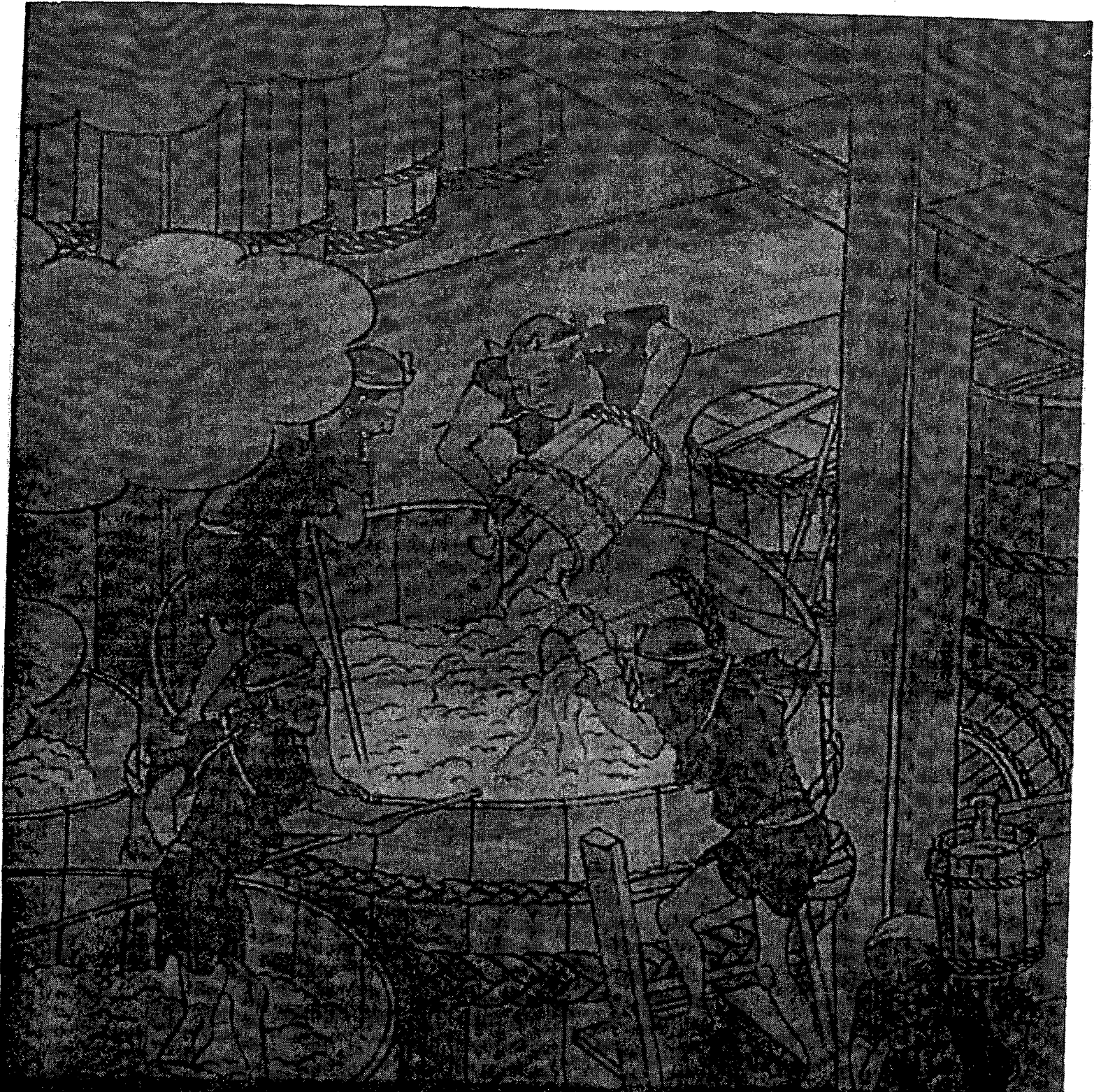
# JAPANESE

A FINE WORK OF ART

酒  
S A K E







## *Immersed in Tradition*

Sake is an alcoholic beverage brewed from rice, water, koji, and yeast. Japan is a country of islands with diverse climates and geographic areas surrounded by ocean. Its abundant sources of water and Asian monsoon climate provide for a rice-growing culture. Koji bridges the two elements of rice and water together to create a unique element which is the basis for sake. Sake brewing began a thousand years ago and its production methods remain virtually the same today. During the Edo period (17th-19th centuries), sake became more available and gained popularity. Sake is served at various traditional celebrations such as weddings, groundbreaking ceremonies, harvest festivals, and hanami, or cherry viewing parties.

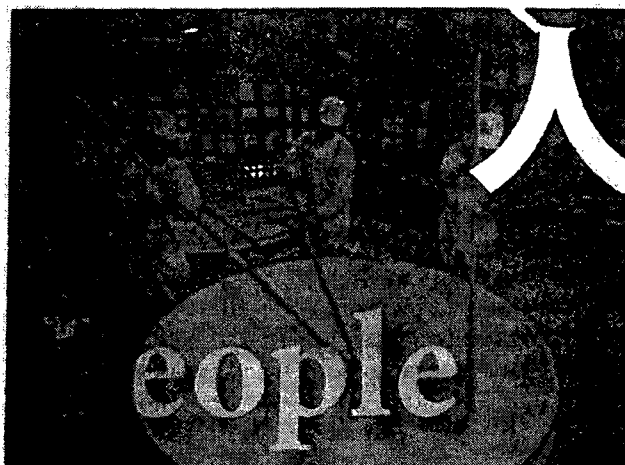
## - Fundamental Elements of Saké -



About 80 percent of finished saké volume is water, thus, good water is the key to good saké. Most of the water used for saké is spring water or water from an underground well. Consequently, the historic saké-brewing districts sprung up around famed water sources. Water in Japan tends to be soft water which produces saké that is soft and melting. Hard water produces saké that is crisper and more compact.

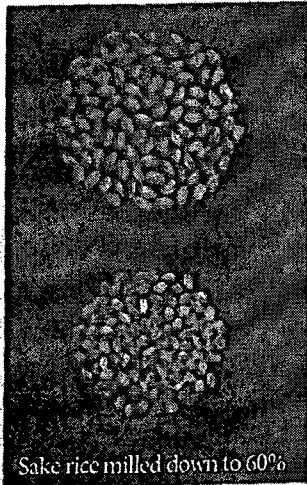


Thanks to a temperate climate and abundant water resources, rice production has been central to Japanese agriculture. Rice products, including saké, are essential to Japanese food culture. Among various rice varieties used for saké productions, special saké rice varieties have been developed solely for saké production. Typically, saké rice is planted in May or June and cultivated in August or September.



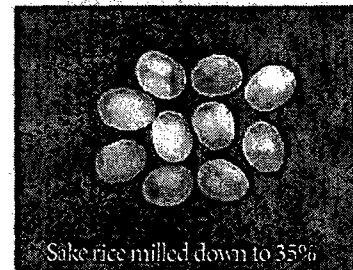
A saké master's skills and techniques, backed by saké's long history, are the key to making an excellent and unique variety of saké. Therefore, every brewer creates his own distinct saké. Many breweries have produced saké for more than 200 years; the oldest brewery is more than 850 years old. Today, there are more than 1,000 saké breweries in Japan. Saké brewmasters (*Toji*) have a keen awareness of their five senses – sight, smell, taste, touch and sound. *Toji* listen for the perfect level of bubbling during fermentation process.

# Premium Saké Production



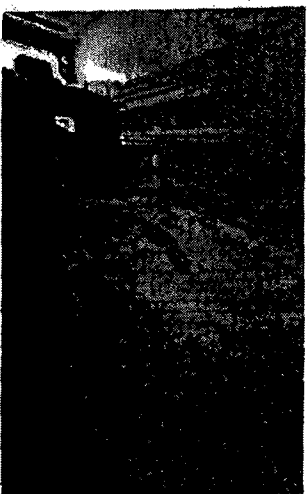
## 1 Polish the Rice

Saké rice grains are 25 percent larger than table rice grains, as well as higher in starch and lower in fats and proteins. A saké rice grain has a white heart where the starches are concentrated. The brewers mill the rice down to the white heart; a higher percentage of rice milled away from the grain leads to higher fragrance and complexity. Saké rice for premium saké must be milled down to at least 70 percent; 30 percent milled away. *Daiginjo*, for example, requires that a minimum of 50 percent of the rice grain be milled away with 50 percent or less remaining.



## 2 Rinse, Steam the Rice

After polishing, brewers rinse the rice to remove rice powder on the surface. Washing and soaking must be done in a set amount of time in order for the right amount of moisture to be absorbed. Sometimes brewers use a watch to measure the soaking time. After soaking, the rice is steamed, rather than boiled, in a steamer.



## 3 Make Koji

*Koji* making is the heart of saké brewing. *Koji* is steamed rice that has *Koji-kin* (*aspergillus oryzae* mold) inoculated and cultivated onto it. *Koji* creates enzymes that break down the complex carbohydrates of rice into simple sugars so the yeast and sugar can yield alcohol. *Koji* is made in a special room which is maintained at a high temperature and humidity. Producing *Koji* is a time-consuming and labor-intensive process. *Koji* is an essential element in Japanese food culture; it is also used for fermenting *miso* (soy paste) and for brewing *shoyu* (soy sauce).



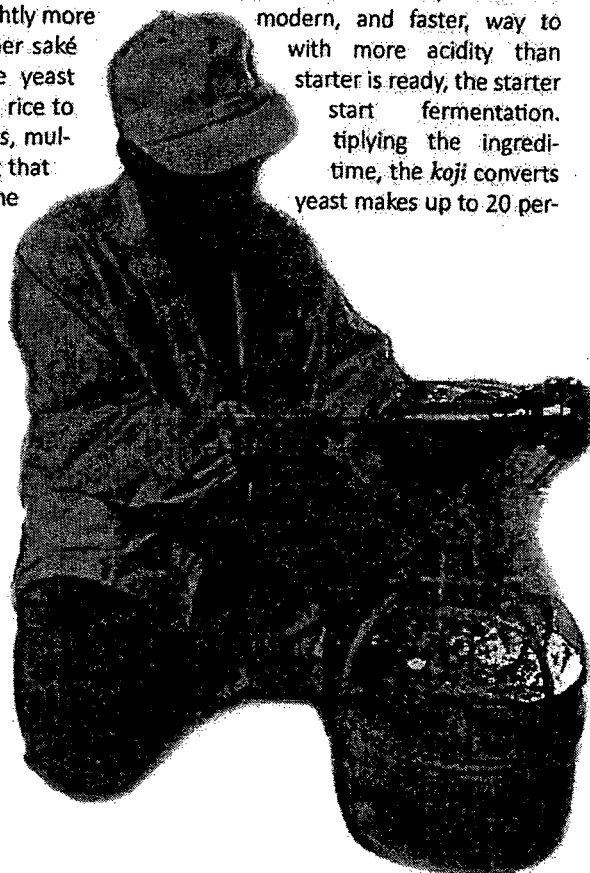
## 4 Yeast Starter Production/Fermentation

To make yeast starter, the brewers mix water, *koji*, yeast, and steamed rice. A variety of different yeasts are used by different brewers to produce diverse and unique aromas. There are also multiple methods of producing yeast starter. *Kimoto* is the original way to make yeast starter using ramming poles. *Yamahai* is a slightly more modern, and faster, way to make yeast starter. Both produce richer saké than non-traditional methods. When the yeast is mixed with *koji*, water, and steamed rice to This process must be done three times, multiplying the ingredients by two each time. During that time, the *koji* converts the starch in the rice into sugar, then the yeast makes up to 20 percent alcohol.



## 5 Press, Filter, Pasteurize, Bottle

After fermentation, saké mash is filtered with a cloth to remove the undissolved rice and yeast, leaving only purified saké. Afterwards, most sakés are pasteurized and water is added to bring the alcohol content from 20 percent to 16 percent.

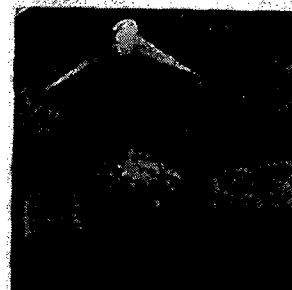


## - Sugidama -



Making Sugidama





Saké is typically brewed during winter because the cold weather is ideal for brewing. When a saké brewer starts to press new saké, the brewer hangs a ball made of cedar branches called "sugidama" in front of the brewery. In the winter when the brewer hangs the ball, the ball is green, but by the spring, the ball turns brown and people know that the new saké has matured and is ready to be served.



Matured Sugidama



# Saké Grades & Styles

Rice milled down to:			No added alcohol	Some added alcohol
	min. 50% milled away, 50% or less remaining	 Increasing Fragrance and Complexity	<i>Junmai-Daiginjo</i>	<i>Daiginjo</i>
	min. 40% milled away, 60% or less remaining		<i>Junmai-Ginjo</i>	<i>Ginjo</i>
	min. 30% milled away, 70% or less remaining		<i>Junmai</i>	<i>Honjozo</i>
No minimum milling requirement			<i>Futsu-shu</i> ("normal table saké")	

Saké grade is classified according to how the rice is milled down and whether distilled alcohol is added or not. Above is the diagram.

\* *Junmai sakés* are rich and full-bodied. Their characteristic robustness is a good match for earthy-flavored foods.

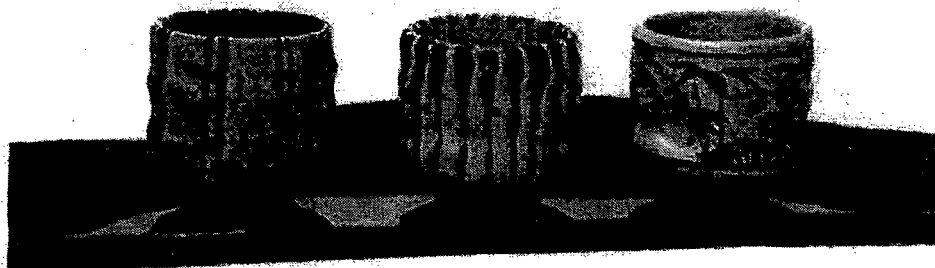
\* *Junmai-Ginjo sakés* are more medium-bodied with a bit of fruitiness. They are clean and crisp, which makes them a refreshing, sophisticated choice that pairs well with a variety of foods.

\* *Junmai-Daiginjo sakés* are similar to *Junmai - Ginjos* but tend to be slightly aromatic, silkier and smoother with a longer finish.

\* *Daiginjo, Ginjo, Honjozo sakés*, which are made with a small amount of distilled alcohol added to bring out aroma, have many of the same qualities as their *Junmai* counterparts but tend to be lighter in body.

*Daiginjo* and *Ginjo* sakés tend to be more aromatic than their *Junmai* counterparts.

Notes supplied by saké specialist  
Eric Swanson



# Saké & Food Pairing

Saké, generally speaking, can pair with any kind of food; Japanese, French, Italian, American, Chinese, etc. Saké can pair with meat, seafood, or vegetable dishes. But if you look at each individual saké, there are some good suggestions for which type of saké is good with certain types of food. The following is just one guide as saké grades and types do not necessarily represent certain taste. Please find your favorite saké and identify the corresponding food pairing – experimenting is the best way to learn.

## -Pairing Suggestions-

**Daiginjo and Ginjo sakés** in general pair well with light foods and hors d'oeuvres.

**Honjozo and Junmai sakés** pair with a wide variety of foods, from sashimi to beef.

**Bold types of saké** pair with heavier, gamier foods like cheese and beef.

Bold types of saké may include some *Kimoto*, *Yamahai*, *Nama* (unpasteurized) *Genshu* and *Koshu* (aged saké).

**Nigori (cloudy) saké and sparkling saké** are for desserts. Nigori also pairs well with spicy food; the sweetness and body temper the heat.

Pairing suggestions supplied  
by saké specialist  
Eric Swanson

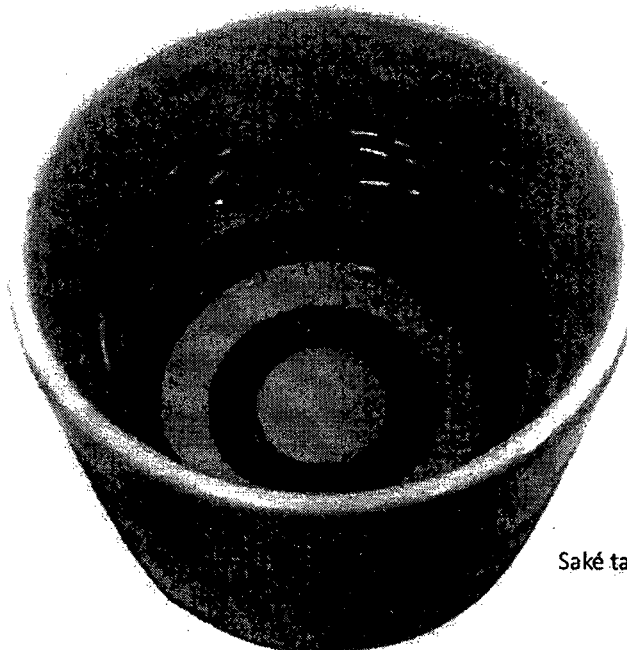
## -How to Serve Saké-

Saké can be served either chilled, room temperature, or warmed, but many premium sakés, especially *daiginjo* and *ginjo* sakés, should be served chilled because heating may destroy their aromas. Some *junmai* sakés taste better at room temperature or warm. Brewers may make suggestions on the labeling.

Saké can be served in any glassware from traditional ceramic cups to wine glasses. *Daiginjo* saké in a thin lipped glass or warm or full-bodied saké in a ceramic cup are classic examples of glass pairings.

## -Kikisake-

The cup pictured here is used for *kikisake* (saké tasting). The blue rings help to identify the clarity and the color of the saké.

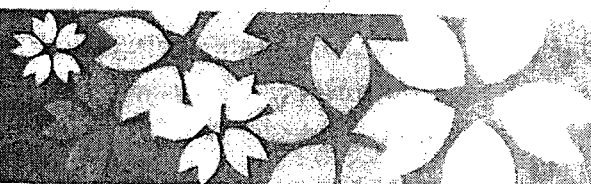


Saké tasting cup

**JETRO** Japan External Trade Organization  
日本貿易振興機構

JETRO Chicago  
1E. Wacker Drive, Suite 600, Chicago, IL 60601, USA  
[www.JETRO.org](http://www.JETRO.org)

# Japanese Cuisine



## 1. Delicious Nippon #1 Japanese cuisine

### Miso soup



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Materials	amount
Miso	70g
Dashi ( fish stock )*	800ml (27 oz.)
Tofu (Soybean curd)	1/3block
Wakame seaweed	40g

### >>How to cook Miso soup

- 1.Start the kelp in cold water. Do not touch the kelp while stewing.
- 2.Turn off the heat when it boils, add the bonito flakes gently.
- 3.Put the wakame seaweed into the pan when the tofu floats. Do not boil too much.

>>>> Go access to >>>> <http://www.youtube.com/watch?v=QAHD9N9xqXk>

## 2. Delicious Nippon #2 Meat

### Beef Bowl (Ingredients ,Serves 4 people)



\*If dashi stock is not available, you can use beef consommé instead

Materials	amount	Materials	amount
Hot steamed rice	4 bowls	Dashi stock ( fish stock )*	200ml ( 6.8 oz. )
Thinly sliced beef	300g ( 10.6 oz. )	Sugar	50g
Sliced onion	1 / 2	Soy sauce	60 ml ( 2 oz. )
Ginger	3-6 thin slices	Sake	15ml (0.5 oz.)
		Mirin ( sweet cooking sake ) *	45ml ( 1.5 oz. )

QR code



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### >>How to cook beef bowl

1. Put dashi, sugar , Soy sauce , Sake, Mirin in a pan and bring to a boil .
2. Add beef ,sliced onions and ginger, simmer for 10-15 minutes with using Otoshi-buta medium heat.
3. Serve hot steamed rice into individual deep rice bowls. Put simmered beef and onions on top of the rice.

>>>> Go access to >>>> <http://www.youtube.com/watch?v=IjbeesSWvc4>

## 3. Delicious Nippon #3 Fish

### Fillet of Yellowtail with Teriyaki sauce

Materials	amount
Yellowtail fillet	4 slices
Soy sauce	30ml ( 1 oz. )
Teriyaki sauce	
Soy sauce	45ml(1.5 oz.)
Sugar	15g
Mirin ( sweet cooking sake ) *	45ml (1.5 oz.)

### >>How to cook Yellowtail fillet with Teriyaki sauce

1. Marinate Yellowtail in soy sauce. After 10 minutes, turn the fish over and let the opposite side marinate.
2. ( Teriyaki sauce ) Put Soy sauce , sugar and Mirin into the pan and bring to a boil. Once sugar has dissolved, turn off the heat. Then, it is ready.
3. Heat the pan, then bake the Yellowtail fillets well-done with medium heat . Turn over , and put the lid bake more for 2-3 minutes.
4. Use a paper towel to remove the excess oil. Then, add the Teriyaki sauce .Move the flying pan around to ensure good coverage. Turn off the heat. It is ready.



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>>>> Go access to >>>> [http://www.youtube.com/watch?v=NkNI6KtA\\_rk](http://www.youtube.com/watch?v=NkNI6KtA_rk)



#### 4. Delicious Nippon #4 Japanese vegetables

##### Simmered Duck Meatballs with Nagaimo

Materials	amount
Nagaimo	3cm x 2pieces
Spinach	1 / 2 pack
Duck meat	300 g (10.6 oz.)
Nagaimo (grated)	50g (1.8 oz.)
Soy sauce	15ml(0.5 oz.)
Sugar	10ml(0.34 oz.)
Sake	15 ml(0.5 oz.)
Sansho or pepper	-
Dashi (fish stock)*	800ml ( 27.1 oz.)
Soy sauce	30 ml ( 1 oz.)
Mirin*	22.5ml ( 0.8oz.)

##### >>How to cook

1. Put the Nagaimo to the heated frying pan to boil, keep turning them and browned.
2. (Meatballs)Mix the Duck meat until become smooth and sticky. Add the grated Nagaimo, then keep mixing until Duck meat and Nagaimo are evenly mixed. Then, add Soy sauce, Sugar, Sake and Sansho( Japanese pepper ).
3. Put the dashi in the pot, add soy sauce, Mirin and bring to boil, then scoop the meatball with using spoon and put it into the pot.
4. Add the Sliced Nagaimo and bring to boil for 5 minutes.
5. Put the boiled spinach into the pan, cook for 1 minute
6. Bring move the Nagaimo , Spinach and Duckmeat to the dish. It is ready.



QR code



Please scan the QR code with your smart phones

>>>> Go access to >>>> <http://www.youtube.com/watch?v=-PhLmoxi56A>

#### 5. Delicious Nippon #5 Japanese Fruit

##### Fried Chicken with Apple sauce

Materials	amount
Chicken breast	1 Fillet
Apple	1
Ginger	20g ( 0.7 oz. )
Soy sauce	30 ml ( 1 oz. )
Sweet vinegar	45 ml ( 1.5 oz. )
Rice vinegar	50 ml ( 1.7 oz. )
Sugar	20g( 0.7 oz. )
Salt	1 Pinch
Oil for frying	

##### >>How to cook

1. Cut the chicken into bite sized slices.
2. Mix grated ginger and soy sauce, then marinate the meat for 10 minutes.
3. (Apple sauce) Put Rice vinegar, sugar and salt into the pan. Keep low heat until sugar dissolve. When sugar has dissolved, turn off the heat.
4. (Apple sauce) Mix grated apple with small apple cubes for the sauce. Then, add the 3. Sweet rice vinegar.
5. Remove chicken from marinade, coat thinly with potato starch and fry the chicken until the batter "blooms".
6. Arrange the chicken with apple sauce. It is ready.



QR code



Please scan the QR code with your smart phones

>>>> Go access to >>>> <http://www.youtube.com/watch?v=gc3YcvPJUvY>

##### TIP

Fish stock : Using powdered fish stock is easy way. You can buy in supermarket. Dissolve it with hot water.  
If Mirin is not available, you can dissolve a small amount of sugar in a little white wine or sherry, perhaps a 1/4 teaspoon of sugar to 1/4 cup white wine.

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**JETRO**

## Invitation Program 1 ( February, 2014)

INVEST JAPAN

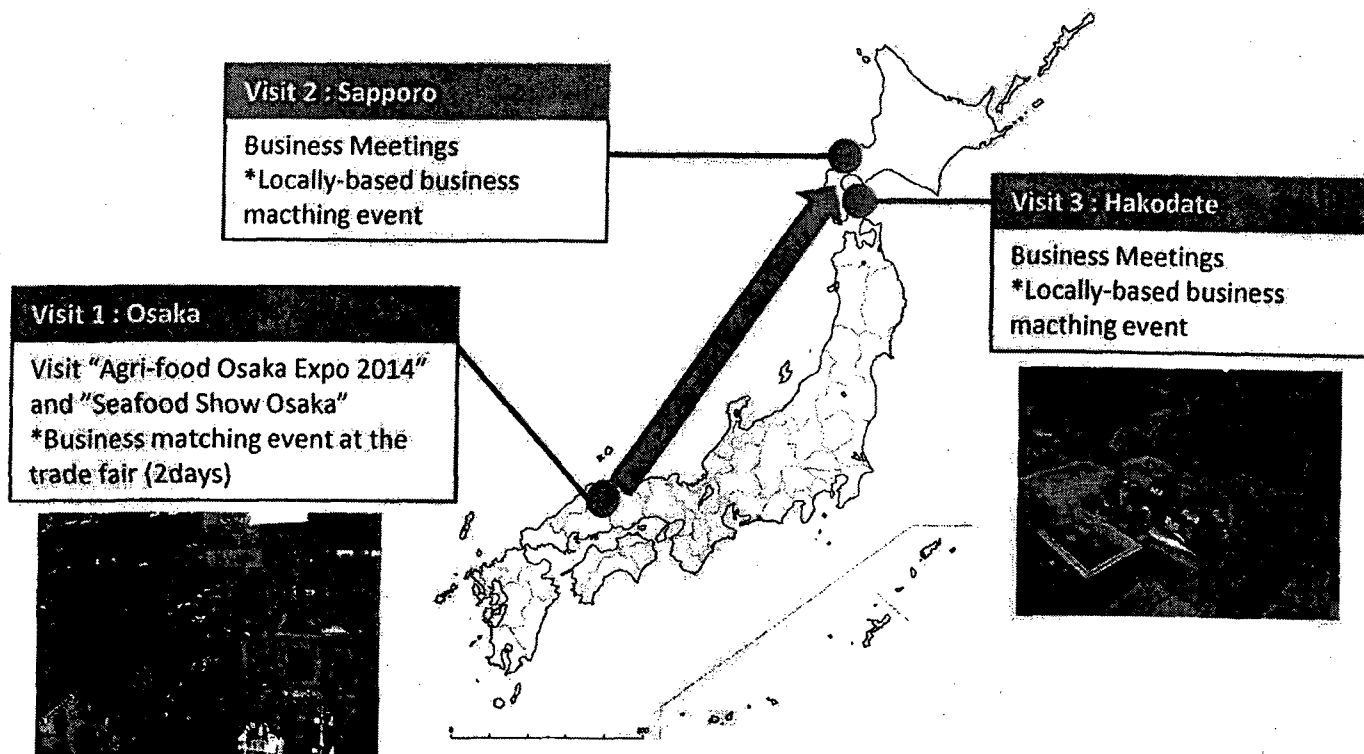
JETRO will sponsor "Food Business Meetings" in February, 2014.

In the program, JETRO invites some food buyers which are interested in Japanese seafood and will coordinate business meetings with Japanese seafood suppliers.

The buyers will visit "Agri-food Osaka Expo 2014" and "Seafood show Osaka", after exhibitors JETRO will hold other business meetings in Hokkaido. We hope that you join us on this program to build or expand your business partnerships in Japan.

Term	February, 2014	
February 20-22, 2014	Osaka, Japan	Visit "Agri-food Osaka Expo 2014" and "Seafood Show Osaka"
February, 2014	Sapporo, Japan	Business meetings in Sapporo
February, 2014	Hakodate, Japan	Business meetings in Hakodate.
Requirement	*Food buyers who wish to expand Japanese seafood businesses in their countries. *Food buyers who are authorized to purchase for their companies.	
Contact	JETRO ATLANTA E-mail: ama-project@jetro.go.jp TEL: 404-681-0600 URL : <a href="https://www.jetro.go.jp">https://www.jetro.go.jp</a>	

※If JETRO receives a surplus of applicants, we will prioritize participant selection according to interests and business matching opportunities with new suppliers in Japan.



## Message from the Chairman of JETRO



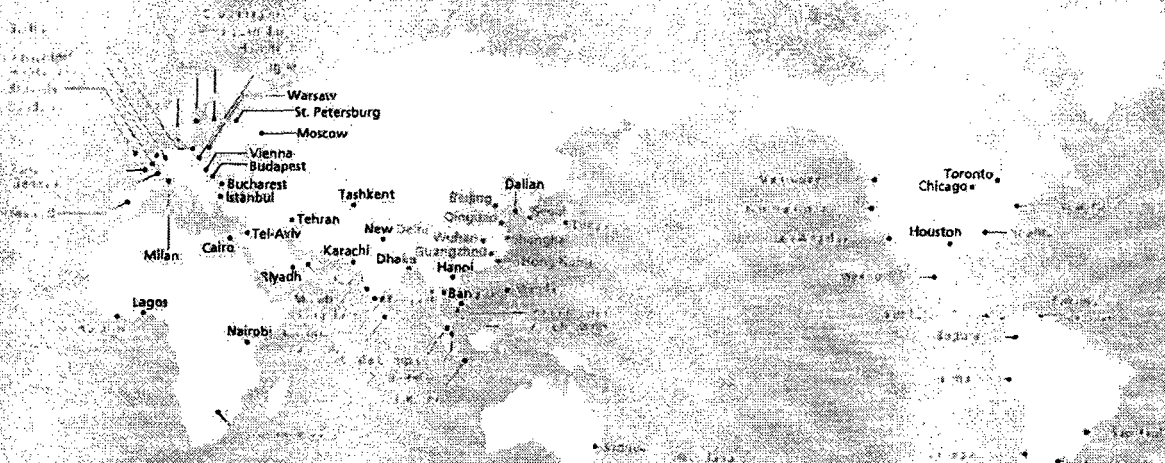
JETRO has supported more than 10,000 foreign companies with their expansion in the Japanese market, and has successfully brought in the investment of over 1,000 of those companies.

We look forward to assisting you.

Talk to JETRO first!

-Mr. Hiroyuki Ishige, Chairman & CEO of JETRO

## JETRO's Global Network



## Message from the Prime Minister



PHOTO: CABINET PUBLIC RELATIONS OFFICE

The Japan that I am pursuing is a Japan that leads to being wide open to the entire world.

What is necessary for Japan's revival is a powerful catalyst that will restyle the old Japan and then make the "new" Japan even stronger. These are the expectations I hold towards direct investments into Japan.

By 2020, we will expand the balance of direct investment in Japan by foreign companies to 35 trillion yen, a doubling of the current figure.

-Mr. Shinzo Abe, Prime Minister of Japan

## Message from Minister of Economy, Trade and Industry



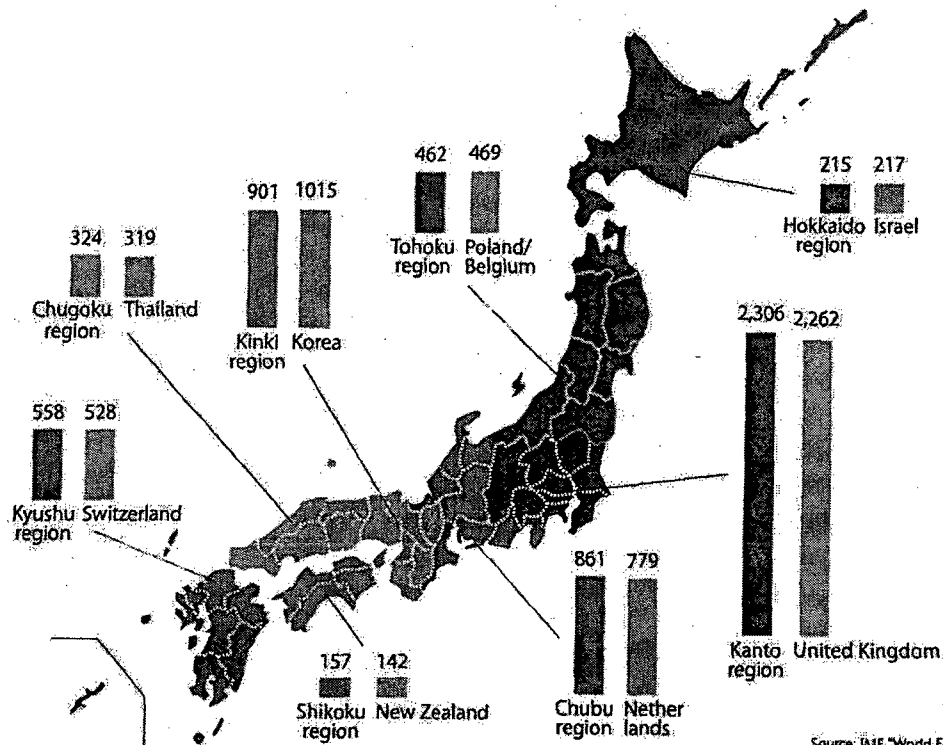
PHOTO: Ministry of Economy, Trade and Industry

We welcome many foreign companies to invest and to do business in Japan. Japan is ideal for innovation, and we offer you a business and living environment at the highest level in the world. In addition, Japan is a global trend leader with a GDP that is the world's third largest, which means it will be a good gateway for you to enter the growing Asian market. In order to further enhance Japan's attractiveness as an investment destination, we will improve the business environment by utilizing policies such as "National Strategic Special Zones", and will expand our support measures. By all means, invest in Japan!

-Mr. Toshimitsu Motegi, Minister of Economy, Trade and Industry

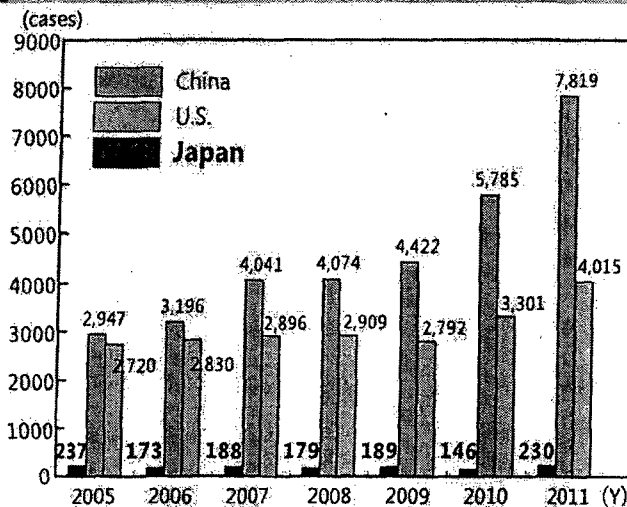
# Did you know that Japan is a sophisticated, attractive, and enormous market?

## GDP Comparison Between Japan's Regions and Select Foreign Countries



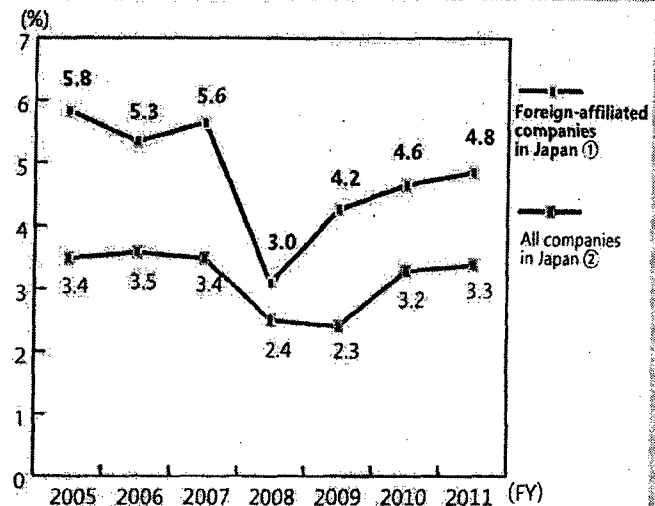
Source: IMF "World Economic Outlook Database"; "Prefectural Economic Almanac 2010", Economic and Social Research Institute, Cabinet Office.

## Number of lawsuits related to IP (patents, utility models, design) in Japan, the U.S., and China



Source: Japan Patent Office  
Note: There is no utility model system in the U.S.  
Jan to Dec for Japan and China, Oct to Sep for the U.S.

## Comparison of Ordinary Profit Ratios Between Foreign-affiliated Companies in Japan and All Companies in Japan



Source: Survey of Trends in Business Activities of Foreign Affiliates  
Note: ① Ministry of Economy, Trade, and Industry "Survey of Trends in Business Activities of Foreign Affiliates" (1)  
② Ministry of Finance Japan "Company Statistics"  
(\*) Responses from financial, insurance, and real estate companies



# Did you know that Japan offers an ideal environment as a business hub?

## Comparison of Research Expenditures Between G8 Countries

Rank	Country	% of GDP	Research expenditures (100M USD)	FY
1	Japan	3.67	1,626	2011
2	United States	2.90	4,016	2009
3	Germany	2.82	863	2010
4	France	2.25	500	2010
5	United Kingdom	1.76	391	2010
6	Canada	1.74	243	2011
7	Italy	1.26	243	2010
8	Russian Federation	1.16	328	2010

Source: Compiled by JETRO based on data from the Ministry of Internal Affairs and Communications Statistics Bureau

## The Global Competitiveness Index 2013-2014



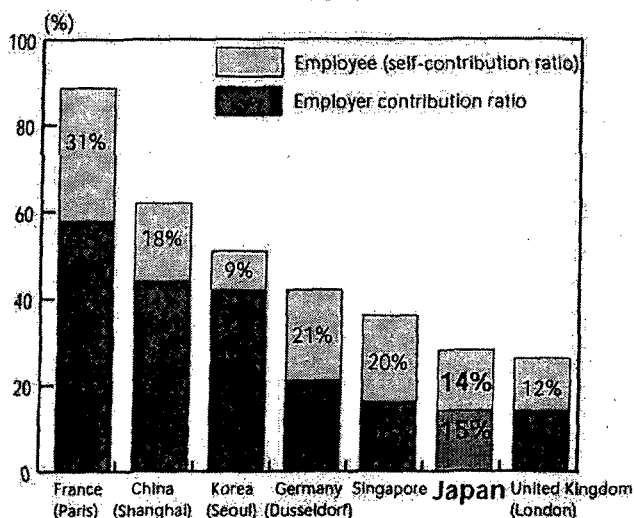
source: World Economic Forum, "The Global Competitiveness Report 2013-2014"

## Business Hub/Innovation



source: World Economic Forum, "The Global Competitiveness Report 2013-2014"

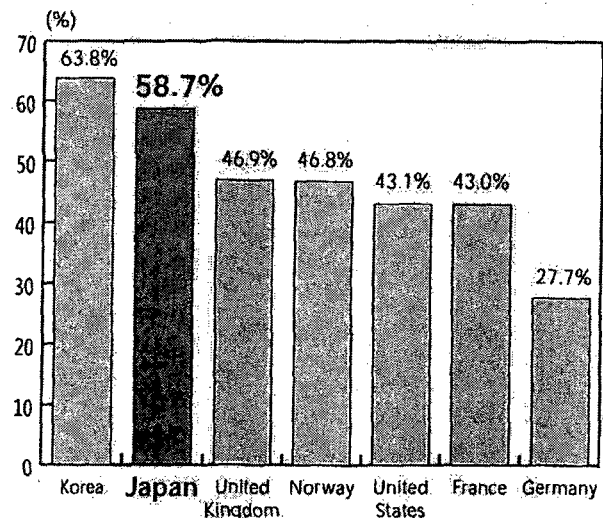
## Comparison of Employer Contribution Rates for Social Security by Country



Source: Compiled based on data from JETRO's "Survey of Investment Related Costs" (FY 2012 Survey).

Note: Numbers are rounded to the nearest whole percent. Where there is a range, the largest value is used.

## Comparison of College Graduation Rates by Country



Source: Education at a Glance 2013

Note: Countries ranked in descending order by ratio of college graduates between the ages of 25-34. Here, college graduate means anyone who has completed tertiary education, to include community college and equivalents.

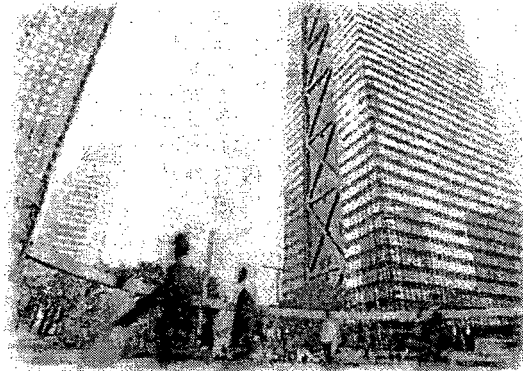
# Did you know that Japan offers a safe and secure living environment?

## Global Peace Index 2012 Global Ranking

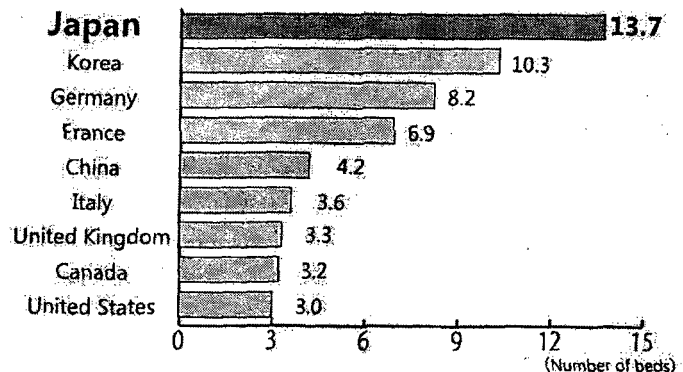
Rank	Country	Score
1	Iceland	1.162
2	Denmark	1.207
3	New Zealand	1.237
4	Austria	1.250
5	Switzerland	1.272
6	<b>Japan</b>	1.293
7	Finland	1.297
8	Canada	1.306
9	Sweden	1.319
10	Belgium	1.339

Source: Data from the most recent available years (2005-2010).

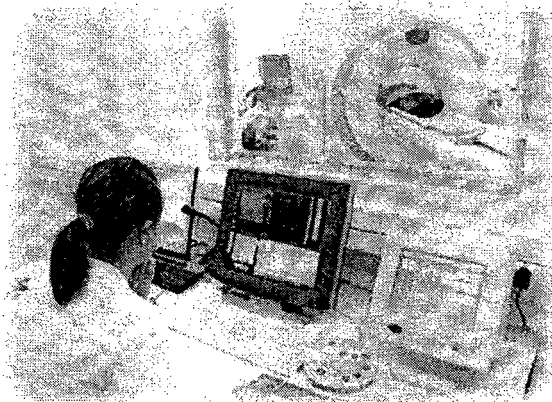
Note: Ranking based on 24 indicators including but not limited to number of police officers and violent crimes, risk of internal strife, respect for human rights, potential for terrorism, relationship with neighboring countries, and others.



## Number of beds per 1000 people



Source: "World Statistics 2012", Ministry of Internal Affairs and Communications  
Note: Data from the most recent available years (2005-2010)





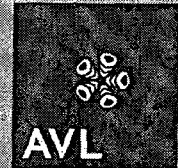
## Examples of Foreign-affiliated Firms Are Seeing Success in the Japanese Market

### **AVL Japan K.K. (Austria)**

Austria based AVL List GmbH established a subsidiary in Japan in 1995 for the development of powertrain systems and instrumentation and test systems in the Japanese automotive market.

AVL Japan accounts for over 10% of total group sales. Mr. Naoki Okada, President of AVL Japan, views the Japanese market as "highly technology- and service-oriented."

In 2014, AVL will start operation of a new technical center in Kawasaki and expand its service network to respond to customer expectations in Japan.

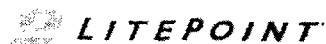


### **Umicore Japan K.K. (Belgium)**

Umicore is Belgium's leading functional material manufacturer founded in 1837. The company operates business in the fields of secondary battery materials, solar cells, fuel cells, exhaust gas purification catalysts and recycling of precious metals for the global market with over 80 business bases around the globe. In April 2011, the company established its Japanese base to produce positive-electrode materials for lithium ion batteries in Kobe. CEO Mr. Marc Grynberg says, "It is crucial for Umicore group as a whole to demonstrate our presence to these leading companies and our existing Japanese customers, and to underline our commitment to the Japanese market. We also believe that it is necessary to locate R&D functions near our existing customers."



### **LitePoint Japan K.K. (United States)**

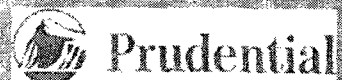


According to Mr. Spiros Bouas, COO of LitePoint, U.S. based provider of test solutions for the development of wireless devices, the company's sales in Japan have been growing steadily since the company established its Japanese subsidiary in 2010. "It is not easy to find engineers of the same high caliber as Japan's engineers", says Spiros. "The existence of top-notch engineers makes the Japanese market very attractive."

Spiros asserts that Japan remains an attractive market even after the Great East Japan Earthquake of 2011. He personally is optimistic, saying, "If the world did not already know the resilience of the Japanese people, the earthquake showed why Japan is one of the leading countries in the world. The Japanese are tough and possess a strong spirit of cooperation."

Spiros says that this cohesiveness and ability to cope are linked to the appeal of the Japanese market.

### **Prudential Holdings of Japan, Inc. (United States)**



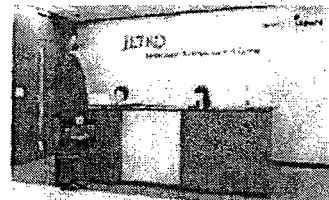
The life insurance subsidiaries of Prudential Holdings of Japan, Inc. (The Prudential Life Insurance Company, Ltd., The Gibraltar Life Insurance Co., Ltd., and The Prudential Gibraltar Financial Life Insurance Co., Ltd.) ranked third in the Japanese life insurance industry in FY2012 in terms of face amount of new business.

Since entering the Japanese market over 30 years ago, they have steadily grown their business and in FY2012 accounted for nearly half of the total operating income of U.S. based parent company Prudential Financial, Inc. Mr. Tomoyuki Inoue, Senior Officer for Corporate Planning, says "Japan is the world's second largest market next to the U.S. It is an attractive market not only because of continued liberalization, but also because customers place proper value on high quality services."



## JETRO IBSC

JETRO IBSC is a one-stop center for establishing a business base and starting your business in Japan.



### Consulting

Free individual consultation  
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- Legal system
- Cost estimation
- Taxation
- Market regulation
- Business practice
- Human resource
- Location
- Subsidy application



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Gather a wide range of  
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- Business advisor
- Online database
- Platform of professional service provider
- Connection to ministries and regulatory authority
- Deregulation Request

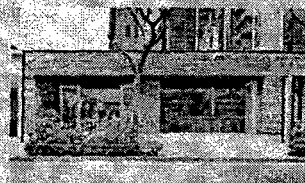
## Voice of IBSC users

Here's a brief look at some of the companies that have worked with JETRO IBSC to set up business operations in Japan.

### Tommy Bahama Group (United States, Apparel)

April, 2013 establishment

Working with JETRO made it much easier for us to expand our business to Japan. JETRO has provided support to us in the US and Japan. JETRO's high degree of professionalism was very important for us.



### FlexD Co., Ltd. (Singapore, film, LCD panel manufacturing)

June, 2012 establishment

We greatly thank JETRO and each of the local governments for their support in dealing with the plant selection quickly and providing the incentive information needed.



#### For further information:

<http://www.jetro.go.jp/en/invest/>

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